

Strategic Media Placement Daphne Hawk/ R/ Franklin County Recorder

7669 Stagers Loop Submission Number 8842 Issue 1

Delaware OH 43015



NBC 4 / WCMH

3165 Olentangy River Road
Columbus, OH 43202

PHONE (614) 263-4444 FAX (614) 447-9107

Origina

| | | |
|---|---|---|
| Client: Daphne Hawk/ R/ Franklin County Recorder | Submission Cost: 24300 | Campaign Ref: BF512081002 |
| Buyer: .. | Client/Product/Estimate: EST /2505 /SEPT 3 | Sales Rep: WCMH Political |
| Schedule Dates: 09/17/12 to 10/01/12 | Weeks: 3 | Order Ref: |
| Est./PO Number: | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|--|----------------------------|---------------------------------|
| Product: Daphne Hawk/ R/ Franklin County Recorder | Booking Group: WCMH | Key Market: Columbus, OH |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | Nbr of Spots | 09/17 | 09/24 | 10/01 | Total | Cost |
|--|---|----------|------|-------------|--------------|-------|-------|-------|-------|------|
| 1 | M-F 6a News MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF.. | 06 | 450 | 30 Comme | Nbr of Spots | 3 | 3 | | 6 | 270 |
| 3 | M-F 7a Today Show MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF.., W/C 10/01 M..... | 06 | 500 | 30 Comme | Nbr of Spots | 3 | 3 | | 6 | 300 |
| 5 | M-F 5p News MTWTFSS Isolations: W/C 09/17 MTWTF.., W/C 09/24 MTWTF.., W/C 10/01 M..... | 06 | 600 | 30 Comme | Nbr of Spots | 3 | 3 | | 6 | 360 |
| 7 | M-Su 6p News MTWTFSS Isolations: W/C 09/17 MTWTFSS, W/C 09/24 MTWTFSS, W/C 10/01 M..... | 06 | 750 | 30 Comme | Nbr of Spots | 3 | 3 | | 6 | 450 |
| 9 | M-Su 11p News MTWTFSS Isolations: W/C 09/17 MTWTFSS, W/C 09/24 MTWTFSS, W/C 10/01 M..... | 06 | 1100 | 30 Comme | Nbr of Spots | 3 | 3 | | 6 | 660 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | | 19 | 19 | | 38 | |

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|---|---|---|--|---|-----------|-------------------------------|-------|-------|-------|-------|------|
| Buyer: . . . | | Client/Product/Estimate: EST /2505 /SEPT 3 | | Sales Rep: WCMH Political | | | | | | | |
| Schedule Dates: 09/17/12 to 10/01/12 | | Weeks: 3 | | Order Ref: | | | | | | | |
| Est./PO Number: | | Contract type: Political | | Business Type: POLITICAL | | | | | | | |
| Associated Copies: No | | | | Business Category: Transactional | | | | | | | |
| Ref | Sales Product Details | Rev Type | | | Spot Type | | 09/17 | 09/24 | 10/01 | Total | Cost |
| 11 | M-Su Late News Late Run MTWTFSS Isolations: W/C 09/17S, W/C 09/24S, W/C 10/01 | 06 | | | 500 | | 1 | 1 | | 2 | 100 |
| | | | | | | | | | | | |
| 12 | Sat 6a News MTWTFSS Isolations: W/C 09/17S., W/C 09/24S. | 06 | | | 350 | | 1 | 1 | | 2 | 70 |
| | | | | | | | | | | | |
| 14 | Sun 8a Today Show MTWTFSS Isolations: W/C 09/17S, W/C 09/24S | 06 | | | 650 | | 1 | 1 | | 2 | 130 |
| | | | | | | | | | | | |
| 15 | Sun 10a The Spectrum MTWTFSS Isolations: W/C 09/17S, W/C 09/24S | 06 | | | 450 | | 1 | 1 | | 2 | 90 |
| | | | | | | | | | | | |
| Weekly Totals: | | | | | | Total Spots(Ord Spots) | 19 | 19 | | 38 | |

Grand Totals

| | | Month 9 Weeks: 5 | | Month 10 Weeks: 4 | |
|--------|-------|------------------|-------|-------------------|---|
| Totals | | 09/17 | 09/24 | 10/01 | |
| Spots | 38 | 19 | | | 0 |
| Cost | 24300 | 12150 | | | 0 |

Grand Totals:

| | |
|---------------------|------------------|
| Spots: | 38 |
| Gross Total: | 24,300.00 |
| Commission: | 3,645.00 |
| Net Total: | 20,655.00 |